

Your Cannes Compass

These are the moments you won't want to miss as a **Thinker** on the **Strategic Pathway** at Cannes Lions.

LEARN

Explore the value of trusted media at the [Financial Times' Wednesday session](#).

Analyze AI-driven campaign intelligence at [Kantar's Monday session](#).

Learn to turn AI spend into measurable returns at [Campaign House](#).



EXPLORE

Discuss data collaboration and identity mapping at the [LiveRamp office](#).

Explore omnichannel personalization and smarter content lifecycles with [Deloitte Digital](#).

Dive into daily panels on data and customer engagement at [Salesforce Beach](#).



CONNECT

Network with media leaders and newsmakers at the [WSJ Journal House](#).

Connect with marketers and founders at the [3C Ventures beach venue](#).

Engage in high-level industry discussions at [The Trade Desk's OpenHouse](#).



Your **Cannes Compass Digital Wallet Pass** will be sent to your inbox closer to the event.

Thank you to Brandon Smithwick of Content to Commas for the beautifully curated ["Cannes Lions 2026 Unofficial Event List"](#)





Your Cannes Compass

As a Thinker, you thrive as a pragmatic observer who values structured insights and logical problem-solving.

At a massive, fast-paced festival like Cannes, you succeed by developing a thoughtful, deliberate plan before diving into the Croisette, ensuring every session, panel, and connection has clear intention and measurable impact.

CREATIVE
SYNERGIST

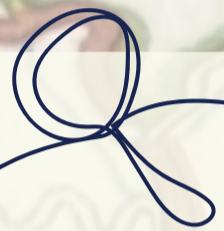


SOCIAL PREFERENCE

How we interact socially

Pauses, listens, and analyzes before speaking

Appreciates rules and well-designed programs

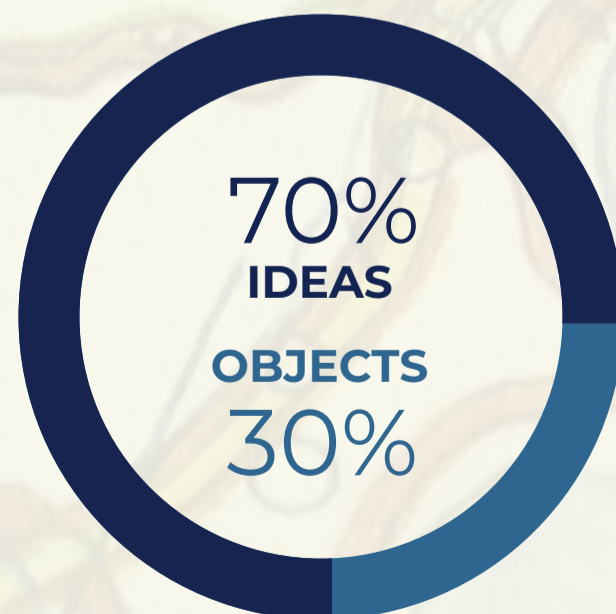


INTERPRETIVE PREFERENCE

How we connect with content

Experiences the world in practical ways

Solves problems using resources already present



LEARNING PREFERENCE

How we process information

Highlight appreciates pre-work and core intent

Quiet engagement leads them to active learning



LEADERSHIP PREFERENCE

How we relate to teams

Leads with clear strategy and detail

Past learnings guide them into the future

